

**REMARKS**

The Applicants have received and carefully reviewed the Notice of Allowability and Examiner's Amendment dated October 19, 2007. Applicant respectfully requests amendments to the allowed claims pursuant to 37 C.F.R. §1.312.

Applicants have amended claim 22 to correct an inadvertent typographical error. Specifically, claim 22 depends from claim 21, which recites "at least one criterion" to receive an advertising message. Therefore, claim 22 has been amended to recite "the at least one criterion," thereby remedying the inadvertent typographical error and provide antecedent basis for the term. Applicants have also added claim 35 which comprises the same elements as claim 1 and only differs by its preamble, which recites "[a] computer-readable medium comprising computer-executable instructions, that when executed, perform the method of."

**CONCLUSION**

Applicants request entry of the amendments without withdrawing the application from issue. The Examiner is invited to call the undersigned attorney to resolve any issues through a telephone interview.

Respectfully submitted,

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